

TO: Larry Glennie

DATE: July 23, 1985

FROM: Alan Weinman

SUBJECT: Concord Flash Report

With the Concord retail introduction a little over a week away, we look here at the results of the management sell-in and at the initial trade reaction to the brand.

Concord RegularLittle Rock

- Sales about 200% of allocation
- PM and trade personnel really excited
- Trade gifts with cassette very impressive - Safeway really excited about brand due to receipt of cassette.
- No refusal from any account contacted.

Spokane

- Results exceptional among accounts contacted...all distributors took brand...Safeway, Jet Gas, and B & B Quik Stop accepted with Jet and B & B participating in the package incentive and D.I.P. programs.
- Everyone enthusiastic and excited.

Concord MentholFt. Wayne

- With 80-85% of accounts contacted we have had total acceptance...Even Hook Drug, which takes time to accept, quickly took the display program; wholesale grocers, who traditionally stall, also acted quickly.
- Accounts feel there will be plenty of trial.
- Unusually good reaction among all who have been exposed to the brand.
- All key chains accepted; including dominant local chains; Scott's and Rogers...But Kroger has yet to be contacted.

2042408560

Birmingham

- Looks really good when we get past the novelty.
- Trade gift a super idea, works beautifully.
- In process of contacting major chains, no turn-downs - some being taken to buying committee.
- Shop-Rite took entire eight-week program - likes the idea.

We will provide further information as it is received.

AW/mf



cc: S. Alter
R. Atlas
V. Buccellato
G. Powell
S. Sabella
J. Spector
L. Zinski

2042408561